

ABSTRACT OF THE DISCLOSURE

Use information generated upon presentation of an advertisement is fed back to an advertisement providing source. An advertisement presenting unit in an information

5 terminal device displays an advertisement and a display transition button in part of a displayed image on a display device. When a user operates the button, an advertisement using unit detects and stores advertisement use information

10 in an advertisement use information storing unit and the advertisement presenting unit displays detailed information.

An advertisement use information sending unit sends the accumulated advertisement use information to an advertisement use information receiving unit so as to be collected in an advertisement use information collecting

15 unit. An advertisement use information analyzing unit analyzes the collected advertisement use information, determines advertisement information to be supplied and reads the information from an advertisement information saving unit. An advertisement information supplying unit

20 sends the read advertisement information to the information terminal device.